Vol. 8 No. 2 Fall 1998

# Network News

A News Update For **Nintendo** Servicers

## Introduction from Dru Jordan

As you may know, Bob Sellers left Nintendo earlier this year. He and his family had an opportunity out of state that he couldn't pass up. On August 24th, I accepted the torch to carry on as the Field Service Supervisor. I'd like to take a few minutes to introduce myself and share my background as well as my goals. I hope that in becoming more familiar with me we'll be better able to work together to improve the service we provide you and the Nintendo consumers.

I've worked for Nintendo for the past 9 years. For the full 9 years, I've been a supervisor in the Consumer Service Department. In fact, I knew Bob when he too was in Consumer Service. Prior to working for Nintendo, I've held a couple of different jobs. One that I draw from regularly is my experience working for my father in a small, family-owned construction company. From this experience, I know what it takes to "earn a full day's pay" and "make ends meet".

With my experience, there are a few areas where the Field Service Administrators (FSA) and I will be focussing. I am committed to creating efficiencies for both NOA and you. We will be looking to simplify our paperwork and procedures, reviewing the contractual process and investigating new technology like using the Internet. We'd also like to increase repair traffic. Increasing the repair traffic helps Nintendo avoid costly returns. We'll be using avenues like our magazine, Nintendo's Internet site, and our company's Voice Response Unit in Consumer Service to spread the word. I encourage you to use our advertising allocation to increase awareness in your local areas. Continuing to add to our network is also important. Working with Bruce Sank, I want to identify areas of need while balancing the available traffic to ensure a profitable venture for all.

I've outlined just a few areas resulting from 3 weeks in the Field Service Department. I'm confident that more will come over time. Your administrator and I are here to support you and I'd like to encourage you to share your ideas about how we can improve the program or process. If you have ideas, suggestions or comments, please contact us. To contact me or your administrator, call (800) 447-8373. If you leave a message with an administrator, I'll return your call. You also can mail or fax a letter or send an e-mail message. My e-mail address is Dru@NOA.Nintendo.com. Whichever method is most convenient, be confident that you'll hear from me.

# It's time to stock up for the holidays!

*By Michael Hughes*

Just a quick reminder that it's a good idea to stock up on Nintendo accessories that are sure to be in demand during and after the holidays. Nintendo's Consumer Service Department refers customers in need of accessories to our authorized repair facilities for assistance. Here is what I suggest you stock up on:

N64 RF Modulator (part # 34271)
N64 AC Adapter (part #34390)
Stereo A/V Cable (part #21714)
N64 Gray Controller (part #35545)

If you see that your accessory supplies are running low, we recommend you expedite the order with one or two day shipping. Ordinary shipping (UPS ground) takes approximately 7-10 days so keep track of your inventory so that you're not caught unprepared.

Let's make sure that our mutual customers have a satisfying holiday season by meeting their repair/purchase needs. As always, we appreciate your professionalism and feel free to contact us if you have any questions.

## New On The Horizon

*By Luther Smith*

As the holiday season approaches, Nintendo continues to roll out new products to keep the consumers excited. As we grow, we will continue to keep you, our authorized service network, abreast of the many new items coming down the pipe-line. Many of you have already seen the Game Boy Camera , the Game Boy Printer and the new dark blue Game Boy pocket that were released this summer. Now being sold exclusively by Toys R Us is the newest Limited Editions, the Extreme Green Game Boy pocket and the Extreme Green N64 Controller. This new neon lime green color is sure to be an attention getter. Later in October the excitement builds with the release of "Legend of Zelda: the Ocarina of Time" for N64 and a gold-tone Game Boy Camera. Then in mid November the long awaited Game Boy Color makes its debut along with a new Universal Game Boy Game Link Cable set that allows Game Boys of both sizes to hook up in competition. For the N64 we are releasing the N64 Expansion Pak, a special cartridge that contains an additional 4MB of memory. When inserted into the memory expansion port on the top

## Pokémon Pikachu

*By Luther Smith*

Things really heat up in November with the release of Pokémon Pikachu. This is a new hand held game, featuring Pikachu, that has taken Japan by storm. This is not a Game Boy game; Pokémon Pikachu will be its own mini game that will allow you to care for Pikachu as a virtual companion. You will watch it perform many different tasks as you direct it through its daily routine. The game is sensitive to certain movements like walking and Pikachu will encourage you to be active. The game registers your movement and counts up energy points which you can give to Pikachu as gifts to help it stay healthy and to build up its friendship with you. Look for these little yellow units on a retailer's shelf near you soon. MSRP = $19.95.

of the N64, an additional 4MB is added directly to the existing 4MB of memory bringing it to 8 MB of main contiguous memory. The Expansion Pak will only be compatible with game paks displaying the Expansion Pak icon. Stay tuned for more excitement from the World of Nintendo.

## Limited Edition MGB Reminder

*By Dean O'Connor*

Currently, there are two limited edition Game Boy pockets available in the stores. Unfortunately, due to the limited status and lack of inventory, repairs must be directed to Nintendo.

Current limited editions:

- Gold-Tone Game Boy pocket
- Ice Blue Game Boy pocket
- Extreme Green Game Boy pocket

Please call the Nintendo Consumer Service Hotline at 800-255-3700 to set up a Repair Authorization (RA) on behalf of the customer. If you have any questions, please contact your respective Field Service Administrator at 1-800-447-8373.

## N64 price reduction

*By Dean O'Connor*

As you may already know, the suggested retail price of the N64 Control Set has dropped from $149.95 to $129.95. In our continued effort to maintain the best possible support to our Authorized Service Network, Nintendo is pleased to announce that we will mark down the price of N64 Control Decks and PCBs. The new price will be effective October 1, 1998. The new cost of the PCB (option 1 - P.N. 35429) is $70 with a $45 core credit. The new cost of the N64 Control Deck (option 2/retail - P.N. 35992) is $85 with a $50 core credit. The change does not impact the existing profit margins. It simply means that the up-front out of pocket expenses goes down. By now, each primary repair center location should have received notification of our reimbursement plans. If not, please call immediately.

## WANT SOME $$$ MONEY $$$ ???

*By Lynnette Geltz*

What's the catch? We want you to promote your Nintendo Authorized Service Centers by advertising on radio or television, with company signage (i.e., billboards, window displays, shirts), in local newspapers, flyers, circulars, or yellow pages, at your local schools or local events. New games and products will be arriving at your local retailers this holiday season. Take advantage of this time to really promote your stuff! We have $1,000 waiting for you in co-op advertising funds for each location you have on referral. We will reimburse you 50% of the actual costs incurred on all pre-approved advertising campaigns up to the $1,000 per location per year. Sorry, at this time, we are not able to reimburse you for advertising on the Internet. If you have questions or need assistance with your advertising or promotions, please contact Lynnette Geltz at (800) 447-8373 or by fax (425) 558-7129.

## EXPRESS PROGRAM NATIONWIDE...

*By Lynnette Geltz*

More visibility of the Authorized Repair Centers will be seen with the upcoming Nintendo Power Magazine ad appearing in the November issue and the updated Busted System Brochure to be released soon. This exposure will mean increased traffic to your authorized repair center.

The Express Program is an effective way of handling customers with LIMITED EDITION systems in need of repair, customers who do not live in an area where there is an Authorized Repair Center, and customers who are too busy to go to a repair center.
The Express Program was established two years ago and we have found it to be an added bonus of convenience and efficiency to you and our mutual customers.
For an added $5.00 shipping charge, plus the Suggested Repair Price (no repair or shipping charge if the system is still under warranty), Federal Express will pick up a Repair Order from the customer's home or business. United Parcel Service will facilitate delivery back to the customer. If your customer needs this service, ask them to call Nintendo's Consumer Service at (800) 255-3700.

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IS YOUR SYSTEM SHOT?
IT'S FAST!
IT'S EASY!
IT'S CHEAP!
GET READY FOR THE HOLIDAYS!
'CALL FOR PRICING
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'$25
'$59
FIX IT!
PLAY YOUR FAVORITE GAMES AGAIN!
1.800.255.3700
POWER SWAP℠
AT ONE OF THE MANY CONVENIENT LOCATIONS NEAR YOU.
GET A PERMANENT REPLACEMENT UNIT THE SAME DAY YOU DROP OFF YOUR BROKEN SYSTEM.
EXPRESS SERVICE
FOR AN ADDITIONAL $5, YOUR UNIT WILL BE PICKED UP AND DELIVERED AT YOUR HOME OR PLACE OF BUSINESS WITHIN 10 DAYS.

## REPAIR SERVICE AD HITS NINTENDO POWER - NOVEMBER ISSUE!!

*By Lynnette Geltz*

This 3/4 page ad is appearing in the November issue of our Nintendo Power Magazine free of charge to you. This is our way of saying THANK YOU, and to show we DO appreciate you and support all your efforts in the field. This ad is located on the inside back page of the magazine and delivery to subscribers nationwide begins October 23.